



WCPO

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ORDER

Print Date 09/08/12

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Flight Dates 09/12/12-09/14/12

Contract / Revision 310327 /

Original Date / Revision
09/06/12 09/07/12

Advertiser DSCC IE

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Product

Issue. DSCC IE Ohio 9.12-9.14

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1705

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	24	\$16,830.00	\$19,800.00	0.00	08/27/12	09/14/12	24	\$16,830.00	\$19,800.00
Totals	24	\$16,830.00	\$19,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/12/12	09/14/12	M-F 430am News M-F 430am News	CM	430-5a	--WTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	--WTF--		1		\$125.00		0.00					
N 2	WCPO	09/12/12	09/14/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	--WTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	--WTF--		2		\$200.00		0.00					
N 3	WCPO	09/12/12	09/14/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--WTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision 310327 Flight Dates 09/12/12-09/14/12

Hiatus Dates

Original Date / Revision 09/06/12/ 09/07/12

Order Sep 00:20:00

Advertiser DSCC IE

Product Issue. DSCC IE Ohio 9.12-9 Estimate # 1705

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCPO	09/12/12	09/14/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	-- WTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$400.00		0.00				
N 4	WCPO	09/12/12	09/14/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	-- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	3				\$800.00		0.00				
N 5	WCPO	09/12/12	09/14/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	-- WTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$400.00		0.00				
N 6	WCPO	09/12/12	09/14/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-- WTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$500.00		0.00				
N 7	WCPO	09/12/12	09/14/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	-- WTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	1				\$500.00		0.00				
N 8	WCPO	09/12/12	09/14/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	-- WTF--	:30	1	\$775.00	P-8	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	1				\$775.00		0.00				
N 9	WCPO	09/12/12	09/14/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	-- WTF--	:30	2	\$800.00	P-8	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$800.00		0.00				
N 10	WCPO	09/12/12	09/14/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	-- WTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$1,000.00		0.00				
N 11	WCPO	09/12/12	09/14/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	-- WTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$1,500.00		0.00				
N 12	WCPO	09/12/12	09/14/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	-- WTF--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$1,600.00		0.00				
N 13	WCPO	09/12/12	09/14/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	-- WTF--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-- WTF--	2				\$1,600.00		0.00				
Totals														24	\$19,800.00